

## **PROLIFICS WINS IBM BEACON AWARDS FOR OUTSTANDING SOA SOLUTION AND OVERALL TECHNICAL EXCELLENCE**

**NEW YORK, NY – April 8, 2008** – Prolifics, an end-to-end systems integrator and currently celebrating its 30<sup>th</sup> Anniversary as an IT services company, has been named winner of the awards for “Outstanding WebSphere Services Oriented Architecture (SOA) Solution” and “Overall Technical Excellence – Americas” in the annual IBM Beacon Awards competition, honoring IBM Business Partners for their ingenuity, innovation, customer satisfaction and outstanding achievements in providing business solutions. This marks the first time any company has won the Overall Technical Excellence two years - and consecutively.

As one of the first companies to implement an SOA customer solution utilizing IBM's flagship SOA product, WebSphere Process Server, Prolifics has pushed the envelope by integrating across the entire IBM software portfolio for complete, end-to-end SOA customer implementations.

The nominated solution for Best SOA Solution was an innovative implementation that enabled the New York City Department of Health and Mental Hygiene to increase volume and performance, parse and distribute complicated industry “standard” HL7 data streams and reduce downtime. The current solution has improved file handling by 2500 percent, increasing productivity and freeing up staff resources to work on more pressing issues like the analysis of data and the distribution to various programs they service. In addition, the organization has gained a more extensible architecture that will make it easy to take on more projects.

For a second year, Prolifics was recognized with the Beacon Award for “Overall Technical Excellence – Americas.” Prolifics' technical excellence and leadership has been the cornerstone of its success and longevity for 30 years. In an industry where the standard is only 24 percent for successfully delivering customer solutions on-time, on-budget and to specification, Prolifics boasts a 96 percent success rate due in large part to its technical excellence and innovative solutions.

Judges remarked that Prolifics “does an excellent job incorporating Smart SOA elements to help clients improve their business systems. In addition, their cross-brand, repeatable solutions and technical excellence help consistently win back business for IBM.”

“Judges selected Prolifics as the winner in the WebSphere SOA category based on its ability to create SOA-based solutions to help businesses become truly agile organizations,” said Ravi Marwaha, general manager, IBM Global Business Partners. “Overall Prolifics has also demonstrated best-of-breed technology leadership, high levels of skills, quality processes and consistently high customer satisfaction through investment in its technical capabilities.”

"We are honored and proud to have won both Beacon awards this year in two highly competitive categories," said Prolifics' CEO Nicolas Jabbour. "Winning the Overall Technical Excellence for a second time continues to be a true testament to the consulting staff here at Prolifics who have found innovative and creative solutions for our clients and have dedicated themselves to rigorous and ongoing training — raising the bar for the entire industry. And our solution for the New York City Department of Health and Mental Hygiene is a perfect example of how we have a solid commitment to creating valuable and innovative solutions for all of our clients."

**About IBM Beacon Awards**

More than 725 nominations were judged by a team of leading industry journalists, analysts, and IBM executives, who selected winner and finalists in 37 award categories. These IBM Business Partners will be honored during a gala evening at the IBM Business Partner Leadership Conference in Los Angeles on April 30 - May 2, 2008.

**About Prolifics**

Prolifics, in business since 1978, is an end-to-end systems integrator specializing in IBM technologies. A Premier IBM Business Partner, Prolifics has garnered top awards for its customer solutions and its level of technical excellence. Our depth of experience with secure, end-to-end SOA and Portal solutions can help you with all aspects of the full project lifecycle including software procurement, architectural advisement, design, development through deployment, administration and training. With our unparalleled 96% success rate delivering projects on time, on budget, and to specification, let Prolifics be your technology partner. For more information, visit <http://www.prolifics.com>.

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